

Message Text

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PAGE 01 MEXICO 06576 030038Z

60

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 RSC-01 DRC-01 /030 W

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R 022351Z AUG 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 3079

UNCLAS MEXICO 6576

E.O. 11652 N/A

TAGS: BEXP, MX

SUBJECT: FOREIGN BUYER GROUP - 1974 BOBBIN AAMA CONVENTION

REF: STATE 151183

FOR COMMERCE

1. AS OF TODAY, 60 MEXICAN BUYERS ARE COMMITTED TO ATTEND BOBBIN SHOW. ANTICIPATED TOTAL NUMBER OF MEXICAN VISITORS 150. EMBASSY HAS NOT YET RECEIVED PROMOTIONAL BROCHURES. WE ARE FAST APPROACHING POINT IN TIME WHEN BROCHURES WILL PROVE USELESS (FYI: BROCHURES FOR TEXPO 74 RECEIVED IN EMBASSY TWO WEEKS AFTER CONCLUSION OF NEW YORK EXPOSITION*). FORTUNATELY, FRANCISCO MARTINEZ DUGAY ASSISTED BY BRANIFF AIRLINES AND LOCAL TOURIST AGENCY PRODUCED PROMOTIONAL BROCHURES ON BOBBIN SHOW AND DISTRIBUTED THEM TO ALL MAJOR APPAREL FIRMS SOME SIX WEEKS AGO. US TRAVEL SERVICE, THROUGH COMMERCIAL SECTION, PROVIDED BROCHURES ON DALLAS FOR INCLUSION IN MAILING. NEVERTHELESS, IF BOBBIN PUBLICATIONS BROCHURES RECEIVED WITHIN THE WEEK EMBASSY WILL DISTRIBUTE THEM TO ADDITIONAL POTENTIAL BUYERS AND MAY BE ABLE TO ADD TO NUMBER OF VISITORS.

2. EMBASSY HAS BEEN RECEIVING OUTSTANDING SUPPORT FROM JOHN DRUCKENBROD OF AAMA ARLINGTON HEADQUARTERS. HE HAS ARRANGE EXCELLENT SCHEDULE OF PLANT VISIT FOR MEXICAN DELEGATION. HIS EFFORTS WILL CERTAINLY CONTRIBUTE TO SUCCESS OF THIS YEAR'S SHOW AND GENERATE CONTINUED INTEREST OF MEXICANS IN FUTURE BOBBIN SHOWS.

3. COMMERICAL OFFICER ROBERT KOHN WILL ACCOMPANY MEXICAN GROUP TO DALLAS AND ASSIST AT SHOW AND PLANT VISITS.

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PAGE 02 MEXICO 06576 030038Z

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